



Virginia Green Lodging Profile:



Great Wolf Lodge Williamsburg, Virginia

Virginia Green Lodging is the Virginia Department of Environmental Quality's (DEQ) initiative to promote pollution prevention (P2) practices in the tourism and hospitality industry. **Green Lodging** encourages hotels, resorts, and other hospitality operations to be aware of their impact on the environment and to take steps to reduce these impacts. **Green Lodging** is a non-regulatory program, and participation is completely voluntary and free of charge.

Green Lodging Activities. When visiting Great Wolf Lodge, you can expect the following practices:

CORE ACTIVITIES for Green Lodging

- ☒ **Optional Linen Service.** Sheets and towels are not automatically changed every day during your stay.
 - Train house cleaners on process of optional linen service
 - Purchase water efficient washers and dryers
 - Use non-phosphate, non-toxic, biodegradable laundry detergents and cleaning products
 - Minimize the use of bleach and chlorinated chemicals
 - Use linen service providers that employ "wet" versus "dry" cleaning
- ☒ **Recycling and Waste Reduction.** Green Lodging Facilities must provide recycling. Recycling should be highly visible and made available to guests with clear signage. A general commitment to reducing total amount of waste should be made.
 - Recycle: Aluminum Cans, Steel Cans, Grease, Plastic, Office Paper, Toner Cartridges, Newspaper, Cardboard, Packing Supplies, Fluorescent Lamps, Batteries, Electronics Equipment
 - Track overall waste bills
 - Instruct housekeeping to save and reuse unopened items
 - Eliminate use of Styrofoam
 - Use dishware and glassware to minimize use of disposables
 - Disposable containers made from bio-based, recycled content, compostable materials
 - Provide condiments, cream and sugar in bulk
 - Donation of excess food from events
 - Implement effective food inventory system to minimize waste
 - Filtering grease
 - Purchase organic and sustainable-grown produce and other foods
 - Encourage suppliers to minimize packaging and other waste materials
 - Use two-sided copying and printing
 - Use electronic correspondence and forms
 - Purchase durable furniture and equipment
 - Purchase "low-VOC" carpets and fabrics
 - Use reused building materials or those from sustainable sources
 - Use latex paint
 - Reuse/recycle/dispose of thinners and solvents properly
 - Use preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
 - Effective inventory system and labeling of last-in/first-out
 - Use least toxic materials
 - Minimize use of pesticides and herbicides
- ☒ **Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping.
 - Track overall water usage and waste water
 - Preventative maintenance of drips and leaks

- Flow metering to discover leaks and areas of high use
- High efficiency dishwashers
- Use dry clean up methods over water-based methods
- Low flow toilets and low flow restrictors on faucets and showerheads
- Effective landscape management plan
- Rain gardens
- Effective storm water management plan
- Minimization of impervious areas

☒ **Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives.

- Use high efficiency fluorescent ballasts and lamps
- Install LED Exit Signs
- Have High Efficiency Heating & Air Conditioning
- Individual thermostats for each room
- Use natural lighting and lighting sensors
- Thermal rated windows and insulation
- Use directional lighting in parking lots and walkways

☒ **Green Events Package.** The facility must offer a “green” or “environmentally-friendly” package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided.

For more information on **Great Wolf Lodge**, see <http://greatwolf lodge.com> or contact Tom Neely at tneely@greatwolf.com.

For more information on **Virginia Green Lodging** program, see www.deq.virginia.gov/p2/lodging.



Virginia Green Lodging program is a supporting partner of **Virginia Green**, the Commonwealth’s campaign to encourage environmentally-friendly practices in all aspects of Virginia’s tourism industry. Virginia Green is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

